



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



Team Toolkit Materials

Instructions, forms, and marketing materials - everything your team needs for a successful campaign is available here!

Campaign Instructions

Donation Procedures: detailed instructions for collecting and reporting food and funds. (Page 2)

Food Collection Guidelines: a list of most-needed food items and restrictions on what types of food can be donated. (Page 4)

Awards: a list of all awards by team category. (Page 5)

FAQs: a list of Frequently Asked Questions and answers. (Page 7)

Marketing & Outreach Materials

Campaign Overview: a two-page summary of the campaign. (Page 11)

Understanding Hunger: overview of facts and talking points about hunger in Massachusetts. (Page 12)

Fundraising Tips: helpful tips and ideas for how to maximize your team's fundraising efforts. (Page 15)

Social Media Tips : Use this as your complete guide to Twitter and Facebook for LFF. (Page 20)

Sample Emails: Use these to solicit donations and encourage participation in the LFF (Page 21)



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



Donation Procedures for Food & Funds

There are three types of donations your team may collect. Procedures for each are included in this document.

1. Online monetary donations.
2. Offline monetary donations (cash or checks).
3. Nonperishable food donations.

How to collect funds online

Anybody – inside or outside your organization – can contribute to your team’s fundraising efforts online. Use social media to get the word out. Share with family, friends, vendors etc. See our Social Media Tips page.

All donations contributed through your team’s fundraising page will be automatically credited to your team and will be included in your total. On most Food Bank sites, there will be detailed instructions such as:

1. **Find your team’s fundraising page**, hosted on your food bank’s website.
 - a. Your Team Coordinator will receive an email with a direct link to your team’s fundraising page. You can share this link internally at your organization and publicly – all gifts made through your team’s page will count toward your team’s fundraising total.
2. **Click the “donate” button** on your team’s fundraising page.
3. **Enter your personal information**
4. **Click “donate.”**
5. **Enter credit card and billing information** to complete your donation.
6. **Click “donate.”**
7. **That’s it!** Your Team Coordinator will receive a final acknowledgement detailing your team’s total results after the campaign is completed.

How to collect funds at your organization

Your team may also collect donations of checks or cash from employees or the public. All donations must be kept in a secure location by your Team Coordinator until the end of the campaign.

1. **Collect donations by check.**
 - a. Instruct donors to make checks payable to your Food Bank.
2. **Collect donations of cash.**
 - a. Keep all cash in a secure location until the end of the campaign.
 - b. At the end of the campaign, mail (or hand deliver with your drop-off) a single check or money order for the total amount of cash that was collected by your team to your Food Bank. (The Greater Boston Food Bank; The Food Bank of Western Massachusetts; Worcester County Food Bank; or Merrimack Valley Food Bank Inc.)
3. **Look for your acknowledgement.** After all campaign results are in, your Team Coordinator will receive an email from Legal Food Frenzy verifying your final results.



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



How to collect food donations

Your team may also collect donations of nonperishable food items from your employees and the community. Your Team Coordinator should be in charge of selecting locations where food may be dropped off at your site. The Team Coordinator should also be in charge of coordinating the drop off of donations of food to your Food Bank.

1. **Collect food.** Anyone may donate food throughout the two-week campaign.
 - a. Refer to the list of most-needed items for guidance on what to collect and for information on restrictions.
 - b. Keep all food in one secure location until the end of the campaign.
2. **Get food to your local food bank.** By the end of the campaign, you should arrange to drop off your food at your Food Bank
3. **To drop off your food,** find your designated Food Bank, which will be provided to your Team Coordinator before the start of the campaign.
4. **Verify total weight collected.** Your results WILL be **weighed** and **verified** by your local Food Bank.
5. **Look for your acknowledgement.** After all campaign results are in, your Team Coordinator will receive an email from Legal Food Frenzy verifying your final results.



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



Food Collection Guidelines

What to donate

The following are some of the most requested food items:

- beans (canned or dry)
- canned fruits and vegetables
- canned meats and fish such as tuna
- canned or boxed complete meals
- cereal
- peanut butter or jelly (in plastic containers, please)
- macaroni and cheese
- pasta
- pasta sauce (in plastic containers, please)
- brown and white rice
- shelf-stable milk
- canned soup, stew, and chili

What not to donate

Please do not donate the following:

- **Non-food items.** Though your local food bank *will* take non-food items, they will not count toward your totals for this campaign.
- **Candy.** Let's help provide Massachusetts families with good-quality, nutritious food.
- **Homemade food.** We must follow food safety standards for food preparation and cannot accept homemade treats (no matter how delicious they may be!).
- **Food in glass containers.** These have a high risk of breakage.
- **Fresh produce.** Produce will not be collected soon enough to avoid spoilage.
- **Perishable items.** We will not have cold storage facilities at collection sites to safely store perishables and frozen items.
 - Food Banks and most food pantries can accept perishable items directly. If you are interested in donating perishable items or fresh produce, please contact your local food bank or food pantry for more information.
- **Food in open containers.** This includes cans, bags, bottles, and all other containers.
- **Food that is missing original labels or packaging.** In order to comply with food safety and allergen warning standards, please only donate food that is still in its original packaging with all product and ingredient labels intact.



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



Award Categories

The Legal Food Frenzy Cup will be awarded to the law firm, law school or legal organization which raises the most (on a per capita basis) within the LFF campaign.



The Bar Association Award will be awarded to the Bar Association which raises the most (on a per capita basis) within the LFF campaign.



Of course, helping alleviate hunger is its own reward; but we hope you will be even more motivated to win (and enjoy a year of well-deserved bragging rights) in any of these categories.



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



As always, certificates of recognition will continue to be awarded (within all regions of the state) as follows:

Most Raised Overall:

- Large Firm (100+ employees/members)
- Medium Firm (26-99)
- Small Firm (<25)

Most Raised Per Capita:

- Large Firm
- Medium Firm
- Small Firm

Most Food Collected:

- Large Firm
- Medium Firm
- Small Firm

Law School Division:

- Most raised overall
- Most raised per capita
- Most food collected

Bar Association Division:

- Most raised overall
- Most raised per capita
- Most food collected

District Attorney's Division:

- Most raised overall
- Most raised per capita
- Most food collected



THE COMMONWEALTH OF MASSACHUSETTS
OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



Frequently Asked Questions

When is the competition?

- Competition dates: **March 24th - April 4th, 2014**. Teams may not collect food or funds after midnight on April 4th.
- Registration Deadline: **March 17th**.
- Deadline to turn in food and cash donations: Teams must deliver their food and cash donations to their area food bank by **3 p.m. on April 8th, 2014**.
- Announcement of results: Results will be tallied and winners will be announced shortly after the end of the competition.

Where does my donation go?

- 100% of donations of food and funds collected during the Legal Food Frenzy campaign will support your local food bank.
- In turn, the food banks will use the funds to serve food pantries, soup kitchens, shelters, and senior and children's feeding sites in local communities across the Commonwealth. Rest assured your donation will be used to fight hunger in your community.

Who may participate in the Legal Food Frenzy?

Any members of the legal community may register to compete as teams in LFF, and team size will be determined by the total number of participants from your firm or organization.

I'm an individual attorney, and my firm and/or bar association is not participating in LFF. I want to help! How can I be involved?

You can reach out to your non-participating firm or bar association and ask to form a team. You might offer to serve as Team Coordinator. You may also make a donation as an individual or to an existing team.

Why is my team being asked to count the total number of staff?

At the time of registration, teams will be asked to provide the total number of staff, employees or members of their organization. We ask for this number because the winner



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



of the Legal Food Frenzy Cup will be determined based on the size of your organization (firm, bar association, school, agency etc.) on a per capita basis. There are many other categories for awards- we want everyone, regardless of size, to participate and have a fair chance at the top awards!

How does scoring work?

- Each registered team will compete to obtain the greatest number of pounds of food by raising money, food, or both. Teams can earn points in the following ways:
- Every dollar donated will be worth 4 pounds of food.
- Every pound of food donated will be worth 1 pound.

Why are you awarding more points for money than for food?

Our state's food banks are experts in food procurement and distribution. Every day, they distribute hundreds of thousands of pounds of food, using a highly efficient system of pickup, storage, and distribution to food pantries, soup kitchens, and shelters. As part of this system, they are able to leverage huge corporate donations of food. And when they do purchase food, they are able to get the best possible rates – much less than you pay at the grocery store. In fact, on average, our state's food banks can turn every dollar into about 3 meals for hungry residents of the Commonwealth!

How can participants donate money?

- The quickest, safest and all around best way is to donate online using your team's unique fundraising portal. Your Team Coordinator will receive an email with a direct link to your team's page. You can share this link internally at your organization – all gifts made through your team's page will count toward your team's fundraising total.
- Alternatively, your team can collect checks and cash. More detailed instructions for collecting funds is available on the Donation Procedures page.

Are monetary donations tax-deductible?

Yes, all participating food banks are 501(c)(3) tax exempt organizations. Donations are tax deductible to the extent permissible by law. All online donors will receive a receipt of their donation.



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



How do our food donations get to the food banks?

- Massachusetts food banks are operating at full capacity in the wake of an unprecedented hunger crisis. More than ever, it is imperative that our food banks use their resources efficiently.
- That's why it is extremely helpful for teams to deliver any food collected directly to their regional food bank by 3 p.m. April 8th, 2014.
- If you are unable to deliver food to your Food Bank, please call or email your LFF contact person at the AGO.

How will awards be calculated?

- Awards will be calculated among like groups on a both per capita and aggregate basis in several categories. Prizes will be given, but bear in mind the prizes will be more fun than valuable. Our goal is to help hungry Massachusetts families get the support they need. Still, winners may expect public recognition, heartfelt thanks, and appropriate hoopla.

I work at a large law firm with multiple office locations. Will we compete as one entity or as individual offices?

- Larger firms that have offices in more than one location and/or county will compete for awards as a single, consolidated team, however, donations will be allocated to the regional food banks— therefore, all contributions made will stay in the donor's local community. Each of your offices, then, can rest assured that the money and food they raise will come right back to the community in which they live and work.
- Large firms with multiple offices should register one time as a single team using the Registration Form.

How do I report how much food we have collected? Where will the food donations be weighed?

Your team may track the estimated weight of food you collected to report each week using the Tracking Form. At the end of the campaign, your food bank will officially weigh each teams' food donations and provide the AGO with the verified weight.



THE COMMONWEALTH OF MASSACHUSETTS
OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



Is it okay for my team to only raise money or only collect food, rather than do both?

Sure! This is your campaign feel free to customize it. Keep in mind though, that every dollar raised is worth the equivalent of 4 pounds.



THE COMMONWEALTH OF MASSACHUSETTS
OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



**1 in 9 people in Massachusetts are facing hunger- including 1 in 4 children.
Massachusetts lawyers are stepping up to meet the challenge!**

Join Attorney General Martha Coakley in the Legal Food Frenzy as we fight hunger in our state. Participate with your firm or legal organization in a friendly competition to raise food and funds for the four food banks serving our Commonwealth.

March 24th to April 4th, 2014

Overview

Help Fight Hunger in Massachusetts!

The Legal Food Frenzy is a benevolent competition within the legal community to raise funds and collect food to benefit food banks and their member agencies, food pantries and shelters during the spring, a traditionally slow time for donations

The fourth annual Legal Food Frenzy benefited all four Massachusetts Food Banks - [The Greater Boston Food Bank](#), [Merrimack Valley Food Bank](#), [Worcester County Food Bank](#), and [The Food Bank of Western Massachusetts](#). These four Food Banks serve more than 800 food pantries, soup kitchens, and shelters that help feed hungry families across the Commonwealth. Over 75 law firms, law schools and legal associations participated in the competition in 2013 and collectively raised over [479,000](#) pounds of food (which includes its equivalent in monetary donations), providing an additional 359,250 meals for hungry families in Massachusetts. See photos from the 2013 Legal Food Frenzy Cup award winners [here](#).

In 2014, the Legal Food Frenzy will continue to benefit all four Massachusetts Food Banks and donations will serve the entire Commonwealth. The competition will be held from **March 24th, 2014 - April 4th, 2014**.

In these tough financial times, the role of food banks have become even more crucial as more and more Massachusetts residents are seeking help to put food on the table. There continues to be a significant need for more food, and the spring is the time of year when contributions are typically at their lowest.

Our goal for the 2014 "Legal Food Frenzy" is to bring in 500,000 pounds of food (or its equivalent in monetary donations) during the two week campaign.



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



Understanding Hunger in Massachusetts

Feeding Our Commonwealth: Legal Food Frenzy

The “Legal Food Frenzy” is a benevolent competition within the legal community to raise funds and collect food for food pantries, soup kitchens, and shelters during a traditionally slow time for donations.

- All of the funds and food collected will go to the four statewide food banks serving nearly 800 hunger-relief agencies throughout Massachusetts in a dedicated partnership to end hunger in our region.

The cost of hunger is significant

- Hunger significantly impacts the academic performance of children. A child who is unequipped to learn because of hunger and poverty is more likely to be poor as an adult.
- Hungry children suffer from two to four times as many health problems, such as unwanted weight loss, fatigue, headaches, irritability, inability to concentrate and frequent colds.
- Malnutrition exacerbates diseases, decreases resistance to infection and extends hospital stays among the elderly.

The Greater Boston Food Bank

For every \$1 you donate to GBFB, 3 meals are provided to those in need. That means:

- \$500 = 1500 meals
- \$250 = 750 meals
- \$100 = 300 meals
- \$50 = 150 meals
- \$25 = 75 meals
- As many as 545,000 people sought food assistance from GBFB in 2009.
- About a third of the households receiving food assistance have at least one child younger than 18 years of age.
- More than a third of the households served have one or more working adults.
- More than two-thirds are registered voters.
- About half of all households reported monthly incomes of less than \$800.



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



- 80% live below the federal poverty line (less than \$1,526 a month for a family of three).
- More than 125,000 children are at risk of going hungry on any given day in eastern Massachusetts

Merrimack Valley Food Bank Inc.

20 years of service

In 2011:

- Distributed nearly 3 million pounds of food, added a new program to target hunger in Lowell elementary, middle and high schools.
- Increased capacity to distribute more food by purchasing property at 733 Broadway Street in Lowell.

Worcester County Food Bank

- Worcester County Food Bank is the largest anti-hunger organization in Central Massachusetts.
- They service the Hunger-Free Network of 149 partner agencies in the 60 towns across Worcester County to bring relief to 100,796 different individuals while educating and advocating for a hunger-free community.

The Food Bank of Western Massachusetts

- In Western Massachusetts, one in eight people—at least 135,000 region-wide—struggles to put a meal on the table or has to choose between paying for utilities or buying food.
- Many more may miss meals every now and then, or rely on alternative ways to get food they can't purchase, like dumpster diving or visiting a meal site.
- Tens of thousands of families, elders and children in our region daily rely on emergency food assistance, such as community pantries or meal sites.

Additional Resources

- On August 11, 2011, the Food Research and Action Center (FRAC) released the latest data on food hardship – the inability to afford enough food – for every region, every state, every Congressional District and 100 of the country's largest Metropolitan Statistical Areas (MSAs) for households with and without children. Findings for childhood food hardship in Massachusetts include:



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



- 20 percent of households with children in Massachusetts (1 in 5) said they were unable to afford enough food. The food hardship rate for households without children was 14.4 percent.

[Download the complete FRAC Food Hardship in America 2010 Report](#)
[Download Food Hardship FAQ](#)

- Map the Gap is a groundbreaking study that provides accurate food-insecurity numbers that are broken down to the local level.
- Feeding America, the national organization of food banks, discovered that almost 47 million Americans nationwide are food-insecure.
- This means that for most of the year, they do not always know where their next meal will come from. And 29 percent of those people earn too much to qualify for government assistance, but not enough to pay for medical bills, utilities, mortgage or rent, and food. They have no other choice but to turn to charitable food assistance to make ends meet.

[Click here](#) to see Feeding America's interactive "Meal Gap" map.



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



Are you looking for some fun, creative and energetic ways to involve all members of your office or site in the **Legal Food Frenzy**? We have some great suggestions and tips for you that will help your firm, school, bar association, or group have a great time raising food and funds for **Legal Food Frenzy** while helping to eliminate hunger in the Commonwealth!

Keep reading for some helpful tips and tools here to kick off your fundraising with a bang:

Organizing your Fundraising Efforts

- The **Legal Food Frenzy** campaign is designed so that anyone may contribute to this worthy effort – so make sure you spread the word.
- Set a goal for your organization to have 100% participation! Ask each individual to participate and support the **Legal Food Frenzy** in whatever way they feel they can.
- **Create Incentives**, for example: if the office reaches their goal in food or monetary contributions- provide breakfast prior to your next staff meeting.
- Once you register your team, send personalized emails to colleagues, fellow students or co-workers and ask them to fight against hunger in our communities by supporting the **Legal Food Frenzy**.
- Place information about the **Legal Food Frenzy** in a prominent place in your office so that everyone is well informed about these efforts. Approach people personally to ask them to be involved. Use email, send personal notes or use whatever form of communication works best for you and your team.
- Talk it up! Talk about the campaign at staff meetings, in your break rooms, and your firm, association, or organization newsletter. Make sure you put **Legal Food Frenzy** on all office meeting agendas!
- Give periodic updates as your team collects food and funds. Keep your colleagues, fellow students and coworkers informed of everyone's efforts.
- Double (Even Triple!) donations made by your employees with a matching gift made by your firm or organization. Many employers offer a matching gift program. A \$50 donation could turn into \$100 just by asking your human resources department for their matching gift form and reminding friends and family who support you to do the same.
- Keep track of contributions. Be sure you read and follow all guidelines for collecting food and funds to ensure that your points get awarded correctly – and that your donors get proper acknowledgement for their generous gifts!



THE COMMONWEALTH OF MASSACHUSETTS
OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



- Establish a place for food donations to be collected that will also remind others to participate! Whether this is in your office break room, conference room, the entrance to your office or the lobby, place donations where everyone will see them. Also, set a firm date by which all food donations must be brought to your office. **Remember:** *you have to turn in all your donations to your local food bank by April 8.*



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



Fundraising Ideas

Energize your team's efforts with these fun ideas:

- **Start by contributing yourself!** Be the first to make a contribution or bring in some food to your office! Set up a display so people see that others are participating!
- **Legal Food Frenzy Games:** Set up card and board games in your breakroom for people to play during a lunch break. Request a small donation to play favorite games and donate all proceeds from your "Hunger Games" to the Legal Food Frenzy. Again, include a sign that explains the campaign.
- **LFF Challenges:** Divide all employees into several teams and compete to see which team can collect the most food and funds. Reward the winning team with ice cream sundaes!
- **Change Jar:** Keep a change jar in high traffic areas. All change is donated to your team fundraising totals.
- **Host a Dinner, Brunch, or Dessert party and Invite a Speaker to Share about the Hunger Affects People in Your Community:** Invite co-workers to a fun get together in your home or at work. Ask that they donate to LFF.
- **Bean or Rice Counters:** Display a large jar full of dried beans or rice and have each employee make a donation and guess how many beans or the quantity of rice that has been placed in the jar. The winner wins a prize that is donated and all donations go toward Legal Food Frenzy.
- **Host a Karaoke Lunch:** Who wouldn't pay to hear the boss sing? Line up some fun-loving folks to sing, and then charge admission for the lunch (pizza is easiest) and entertainment. Donate the admission fees to Legal Food Frenzy.
- **Lose the Latte for a Week:** Set up a Legal Food Frenzy collection jar at work and ask your co-workers to drop in the price of their favorite coffee drink every time they have the urge to buy one during the campaign.
- **Bake for Legal Food Frenzy:** Hold a Friday bake sale at your office work so employees will have treats for the weekend. Ask for baked goods to be donated and wrapped attractively so they could be given as gifts. Encourage breakfast items, as well as sweets like cakes, cookies, pies, and muffins.
- **Hold a \$1 sundae bar:** Team members can bring in ice cream and toppings of their choice (whipped cream, M&Ms, hot fudge etc.). Suggest a \$1 donation for their treat.



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



- **Host a Canvaganza fundraiser:** Use empty and clean food cans to raise donations. Those who donate receive an empty can filled with candy. The real draw is the chance to win a variety of prizes. In addition to candy, some cans have small slips of paper with prize names written on them. Have your team provide fun prizes that are written on these slips of paper. Prizes may include gift certificates (e.g., restaurant, grocery store, video rental, department store, massage), promotional items (e.g., plastic travel mugs, sports bags, shirts) and tickets to sporting, performance arts and other local events.
- **Hunger Seminars:** Have a brown bag lunch or catered lunch seminar and invite someone from a local pantry to speak on the issues of hunger and their work to eliminate food insecurity. Ask employees to donate what they would normally spend on going out to lunch or charge a set fee.
- **Casual or Denim Days for Legal Food Frenzy:** Arrange for staff to be able to dress casually or wear denim for a \$5 or more donations.
- **Magical Mondays:** Work out an arrangement to make flavorful Hazelnut or French Vanilla coffee in place of the regular coffee every Monday and request a monetary donation frp, employees. Include a sign that explains **Legal Food Frenzy**.
- **Pot Luck Lunches at the Workplace:** Name every Wednesday Legal Food Frenzy Day. Team members take turns preparing foods, salads, desserts, etc., and offer to employees at the workplace at a set price or donation.
- **Baby Photo Contest:** Team members can bring in a photo of themselves as a baby. Suggest that participants donate \$1 and can then sit around during the lunch hour debating which coworkers are pictured. Participants will complete a ballot and the winner will get a baked treat.
- **Romance:** Cater a romantic dinner for two. The highest donation wins the dinner.
- **Costume Theme Day** - create a theme, for example, "Mardi Gras". If you bring in a certain number of food items or cash amount you may dress for that theme.

Ideas from Legal Food Frenzies Past

- One firm partner wore a 'Hannah Montana' wig and charged admission to his concert to raise money.
- One firm brought in pictures drawn by employees' children reminding people of the contest that were displayed around their office.



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



- Several firms allowed staff to wear jeans to work in exchange for a donation of food or funds.
- At two law schools, students who brought a food item received immunity from being called on in class.
- At another site, employees/students were asked to contribute what they would normally spend on lunch.
- A firm gave out reusable shopping bags with the firm's logo. Employees were encouraged to take the bag home, fill it up, bring it back, and then once they made their donation, they got to keep the bag.



THE COMMONWEALTH OF MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



Social Media Tips

Engaging your networks through social media is one way to encourage others to register and provides a sense of community throughout the campaign. Below are tips and samples of messages to use on Twitter and Facebook. You are encouraged to make messages personal as you connect with leaders in your community. If your firm or organization uses social media include them in tweeting and sharing posts. This is a great way to involve your business in the campaign and don't forget to invite other participants to do the same.

Twitter

Best Practices:

- Follow @MassAGO for the latest news on the campaign
- Use #LegalFoodFrenzy and #LFF2014
- Tweet pictures
- Link to ma.gov/ago/lff

Sample Tweets:

- Join @MassAGO in fighting hunger and register your firm today for #LFF2014 at ma.gov/ago/lff
- We need lawyers from every community in MA to support #LFF2014. Register at ma.gov/ago/lff to compete.
- Compete in #LegalFoodFrenzy with @MassAGO to support your local food bank. Learn more at ma.gov/ago/lff
- Tweet reminders about key campaign dates (kick-off event, early registration, drop-off bonus period, etc.)

Facebook

Best Practices:

- Mention Legal Food Frenzy in your posts
- Share pictures
- Link to ma.gov/ago/lff

Sample Posts:

- The Massachusetts Attorney General's Office has partnered with the four state food banks to take a stand against hunger. Join us as we launch Legal Food Frenzy, a competition to raise food and funds to support food banks serving our Commonwealth.
- Legal Food Frenzy will help four regional food banks in Massachusetts provide food for families throughout the state. Learn how your firm can be a part of ending hunger at ma.gov/ago/lff



THE COMMONWEALTH OF MASSACHUSETTS
OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



Sample Emails

SAMPLE #1: BRIEF \$50 DONATION REQUEST EMAIL

Audience: Any

Dear friend,

Massachusetts Attorney General Martha Coakley is leading an effort within the Massachusetts legal community to raise 500,000 pounds of food for the hungry and needy in our state. I have joined the effort, along with [FIRM/BAR/SCHOOL NAME], to help meet that goal.

Because of the efficiency of our state's food banks, **every \$50 provides about 150 meals.** Teams from around the state have been formed in a friendly competition to strive together to meet this need.

Please join me with [TEAM NAME] by making a contribution of \$50 – or better yet, \$100! – to help feed the hungry. It's easy! It's painless! It's darn near fun!

1. Just go to my team's fundraising page: [INSERT URL]
2. Click on "Donate"
3. And fill in the rest.

Your gift will be tracked by your zip code and routed to your local food bank, so every dollar you give stays in your local community.

Thanks so much for your generous support!

Your friend,

[SIGNATURE]

P.S. You can follow our progress toward our 500,000 pound goal by visiting the campaign website: URL .



THE COMMONWEALTH OF MASSACHUSETTS
OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



SAMPLE #2: LONGER VERSION: FOOD/FUND DONATION REQUEST

Audience: Non-legal

Dear _____:

Did you know that 1 in 4 children living in Massachusetts struggle with hunger? Although many of us might not immediately think of hunger as a pressing social issue in our community, hunger is a problem for children, elderly, and people just like us throughout this state. Hunger is a problem in **your** local community. Massachusetts lawyers and law students are stepping up to fight hunger in the Commonwealth through the "Legal Food Frenzy" Campaign.

Legal Food Frenzy is a two-week friendly competition among the legal community to see who can raise the most food and funds for our state's food banks by April 4, 2014. The goal of Legal Food Frenzy is to raise 500,000 pounds of food. My [firm/bar/school] is registered to help, and we've already raised [# OF POUNDS]. I know we can do even more with your help!

Will you support my team and help feed our neighbors by donating online today at my team's fundraising page [INSERT FUNDRAISING PAGE URL]? Every \$1 you give is the equivalent of 4 pounds of food – and get us closer to our big goal. Or, you can make a donation of food at [INSERT COLLECTION LOCATION]. 100% of every donation you make to this campaign will stay local, in your community, as all donations will be routed to your local food bank.

Hunger hurts our Commonwealth- we can help!

Best,

[SIGNATURE]



THE COMMONWEALTH OF MASSACHUSETTS
OFFICE OF THE ATTORNEY GENERAL

ONE ASHBURTON PLACE
BOSTON, MASSACHUSETTS 02108

(617) 727-2200
(617) 727-4765 TTY
www.mass.gov/ago/legalfoodfrenzy



SAMPLE #3: CHALLENGE TO OTHER FIRMS

Audience: Non-registered firms

Dear [name],

My [firm] is registered to compete in the Massachusetts Attorney General's **Legal Food Frenzy campaign**, and I'd like to invite you to compete against us. Though we'll be competing against teams across the state -- hopefully including yours -- we are all working toward a common goal: **to raise 500,000 pounds of food** for the 4 regional food banks in Massachusetts.

The campaign is taking place between March 24 and April 4, 2014, and there's still time to register. **Here's how [your firm] can help:**

-- Donate online today, and throughout the campaign.

-- Urge other firms to register too -- then out-raise them in hopes of winning one of the awards!

Or, simply support my team by clicking this link [INSERT TEAM URL] -- maybe I'll share the bragging rights with you when I win! Every \$100 you give can help us provide 300 meals!

Hunger hurts our Commonwealth- we can help! Sign up today.

Best regards,

[name]

[email]